



Communicating a New Message

2016



DWD Communications - Introductions

The DWD Communications team is here for you! Contact us anytime at dwdcommunications@ded.mo.gov



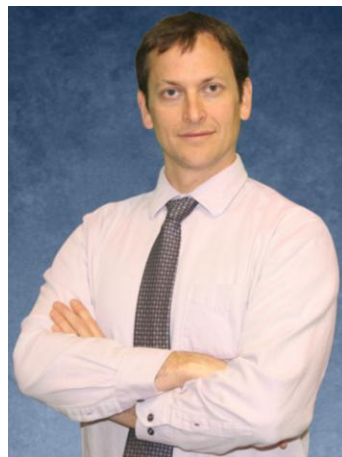
**Accashia
Thomas**

I am lead graphic artist for our unit, I establish visual brand outlines for each program that compliments the overall brand of jobs.mo.gov.



**Alaina
Winship**

My main responsibility is managing our social media accounts. I also create graphic design material, and write /edit newsletters and bulletins.



**Dave
Overfelt**

I serve as a liaison between programs and our unit, gathering the information our team needs to build the materials programs and centers need.



**Dennis
Hall**

I develop program multimedia and graphics, develop and update existing program forms and oversee the statewide CIC System.



**Lisa
Johnson**

I am proud to work with such a good group of talented people. My job as the Comms Manager is to plan, direct, guide, and oversee marketing and outreach.

DWD Communications New Direction

- *Outreach & Marketing*
- *Visuals & Stories*
- *Virtual & Social Media*
- *Jobs.mo.gov to Centers*
- *Cross pollination & recycling*



DWD Communications - Partnership





DWD Communications Communication & Outreach

- Outreach methods
- Monthly themed deliverables
- jobs.mo.gov pages
- Social media
- Statewide quarterly workgroup

DWD Communications- Updated jobs.mo.gov



➤ *Content Maintenance*

➤ *Spanish Translation*

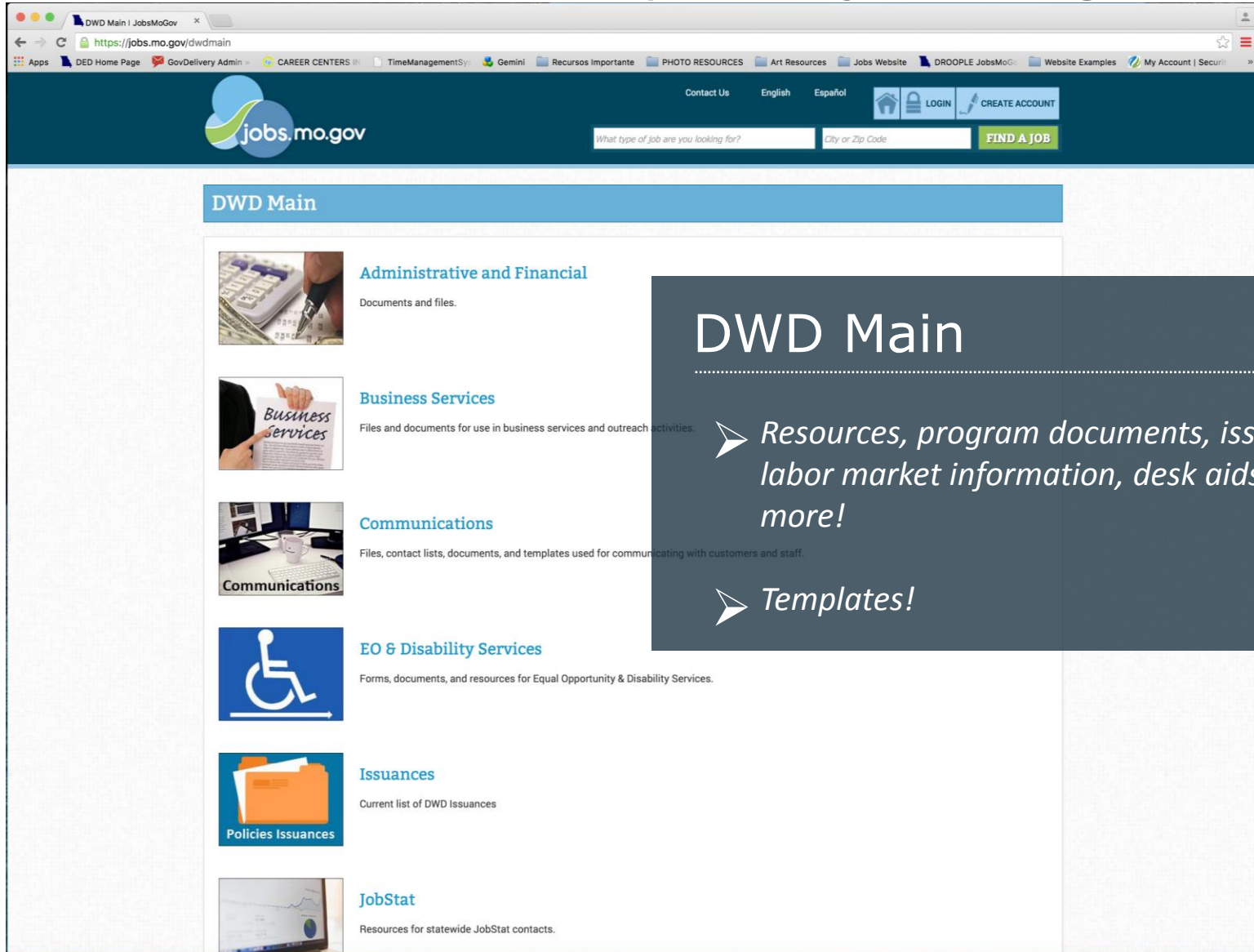
➤ *Calendars*

➤ *Jobs.mo.gov/dwdmain*

➤ *Content Updates*



DWD Communications- Updated jobs.mo.gov



The screenshot shows the jobs.mo.gov website. The header includes the logo, navigation links (Contact Us, English, Español), and a search bar. The main content area is titled "DWD Main" and lists several services with corresponding icons:

- Administrative and Financial**: Documents and files.
- Business Services**: Files and documents for use in business services and outreach activities.
- Communications**: Files, contact lists, documents, and templates used for communicating with customers and staff.
- EO & Disability Services**: Forms, documents, and resources for Equal Opportunity & Disability Services.
- Issuances**: Current list of DWD Issuances.
- JobStat**: Resources for statewide JobStat contacts.

On the right side of the screenshot, there is a dark blue overlay box with the text "DWD Main" and two bullet points:

- *Resources, program documents, issuances, labor market information, desk aids, and more!*
- *Templates!*

DWD Communications- Updated jobs.mo.gov

Young Adult Employment Assistance

View published

New draft

Moderate

Revision state: *Published*

Most recent revision: Yes

Actions: [Unpublish this revision](#)

Are you ready to finish school, find a good job, and start meeting your goals?
When you commit to work hard, we can help you make it happen!



Education and Experience

Employers hire people who have completed basic education requirements.

- High school diploma
- HiSET, tutoring, and drop-out prevention
- Overcoming obstacles to education completion
- National Career Readiness Certificate (Math, Reading, Locating Information)

Employers hire people who are responsible and ready to work.

- Financial literacy
- Internships
- Mentorships
- Job Shadowing
- Volunteering

Prepare for the Job

- Missouri Job Centers
- Free Workshops
- Free Online Learning Modules
- Agricultural Employment Services-Job Seeker
- Veteran Employment Services
- Young Adult Employment Assistance

Businesses are looking for
workers just like you.
Search for your
next career
opportunity— 

Top Jobs for High School Graduates

Top jobs for high school graduates?

#YoungAdult

DWD Communications- The Branded Approach



Logo and Identifiers

BIGNOODLETITLING - REGULAR

Fonts



Brand Colors



DWD Communications- The Branded Approach



We're here to connect you with resources to meet your workforce needs and ensure you are matched with qualified employees.

FREE EMPLOYMENT SERVICES

- Recruitment assistance
- Job posting assistance
- Organize hiring events
- Pre-employment screening
- Migrant housing inspections
- Agricultural labor law information
- Foreign Labor Certification registration assistance
- Additional training options



Register Today!

jobs.mo.gov/employer/AES

aes@ded.mo.gov • (855) 859-2950



We're here to connect you with your next job!
Need more school or training? We can help!

FREE EMPLOYMENT SERVICES

- Job-searching assistance
- Training opportunities
- Agricultural labor law information
- Job referrals
- Job fair access
- Skills assessments



Register Today!

jobs.mo.gov/jobseeker/AES

aes@ded.mo.gov • (855) 859-2950



RECRUITMENT ASSISTANCE AT NO COST!

- Job posting assistance
- Job fair hosting
- Pre-employment screening
- Migrant housing inspections
- Agricultural labor law information

jobs.mo.gov/employer/AES



EMPLOYMENT SERVICES AT NO COST!

- Skills assessments
- Job referrals
- Job training
- Career path

jobs.mo.gov/jobseeker/AES

CONTACT US TODAY!

aes@ded.mo.gov • (855) 859-2950



WE FIND, CULL, TRAIN & PLACE WORKERS FOR

PRIME

HIRING RESULTS.

NO COST

EMPLOYMENT & TRAINING RESOURCES

Contact us today!
jobs.mo.gov/employer/AES
aes@ded.mo.gov • (855) 859-2950

Missouri Division of Workforce Development is an equal opportunity employer. Auxiliary aids and services are available upon request to individuals with disabilities. Missouri TTY users call (800) 735-2966 or dial 7-1-1.

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DWD Communications- Other Comm.'s Products

MISSOURI HIRES ITS VETERANS!

The State of Missouri acknowledges the great burdens and sacrifices our Armed Forces and their families have made in order to preserve our national security. Our businesses also recognize that Veterans and members of our National Guard and Reserve possess the degree of training, education, motivation, and character that will prove vital to Missouri's economic future.

Missouri Job Centers

Staff at Missouri Job Centers throughout the state provide career guidance as well as one-on-one assistance for those who have exhausted the resources designed to meet the most common employment challenges. If you are a Veteran or spouse of a Veteran, you may also be eligible to meet with a Disabled Veterans Outreach Program representative for further assistance.

Veteran services provided by Missouri

Job Centers:

- Help translating your military skills to civilian workforce skills
- Help identifying & applying for jobs
- Labor market information & resources
- Employment focused workshops
- Help developing résumé & cover letter
- Interview preparation
- Testing and attainment of the National Career Readiness Certificate
- Telephone, fax, printer and copier usage
- Referrals to supportive service agencies

Hear from Hired Heroes

"When I came in, they said 'we want you as a Veteran, because we know your work ethic, and we know your abilities to accomplish the task at hand.'"

-John Breuer, Marine Corps Veteran

"Veterans give so much every day, whether they are deployed or not. They're always sacrificing something - time - energy - anything. So for them to get out of the military, and have a company like (Toyota) Bodine looking for Veterans to hire, gives them a step forward to continue to support themselves and their family."

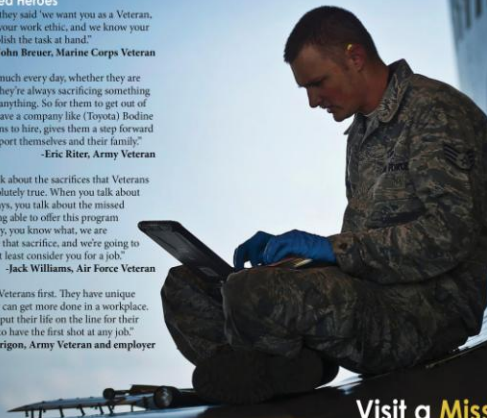
-Eric Riter, Army Veteran

"A lot of people talk about the sacrifices that Veterans made, and it's absolutely true. When you talk about the missed birthdays, you talk about the missed anniversaries. Being able to offer this program and at least say 'hey, you know what, we are going to recognize that sacrifice, and we're going to bring you in and at least consider you for a job.'"

-Jack Williams, Air Force Veteran

"You need to hire Veterans first. They have unique skills and typically can get more done in a workplace. Anybody that can put their life on the line for their country, deserves to have the first shot at any job."

-Joe Narigon, Army Veteran and employer



Our mission is to connect Missouri's businesses with highly qualified job seekers with military experience and to promote the benefits of hiring Veterans and National Guard and Reserve Service Members.

-GOVERNOR JAY NIXON

Visit a Missouri Job Center for more information!

To find a job center near you call 1-888-728-JOBS (5627) or visit jobs.mo.gov



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Photos courtesy of DVIDSHUB (www.flickr.com/photos/dvidshub/), some pictures have been modified or adjusted.

LEADERSHIP, TEAMWORK, RESPECT, INTEGRITY, DEDICATION, PERFORMANCE UNDER PRESSURE



Veterans bring professional attributes to the job!

Looking for hard-working employees with extensive technical training?

Veterans are:

- Quick learners
- Action oriented
- Highly skilled
- Highly adaptive



Build a better workforce. Hire a Veteran today.

★ ★ ★ ★ ★ Take the pledge today! ★ ★ ★ ★ ★
showmeheroes.mo.gov



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DWD-SMH-1-3-2016

MISSOURI
hires its veterans

SHOW-ME HEROES CHAMBER CHALLENGE

Read More

DWD Communications- Other Comm.'s Products



#YoungAdult

GET THE COMPETITIVE EDGE *Plan your future today!*

Missouri Job Centers offer:

- ◆ Skills training
- ◆ Career exploration
- ◆ Skills assessment
- ◆ Work experience

Call your local Missouri Job Center
1-888-728-JOBS (5627)

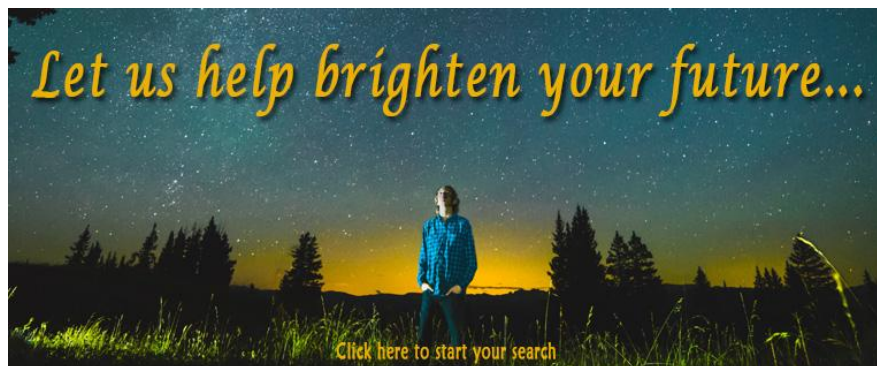


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DWD-Youth Employment-1-(3-2016)




ready. set. **GROW.**

Missouri **WORKREADY** communities

Your path to workforce competitiveness

Choose the **National Career Readiness Certificate (NCRC)**!

IDENTIFY QUALIFIED APPLICANTS WITH THESE SKILLS

- Applied Mathematics
- Reading for Information
- Locating Information

BENEFITS:

- **Saves** time and **money**
- **Strengthens** and grows businesses
- **Fosters** economic competitiveness
- **Closes** skill gaps
- **Qualifies** a community's workforce through career readiness certification








Learn more at
www.ded.mo.gov/getcertified
or email the CWRC Director at
CWRC@ded.mo.gov

Missouri Job Center

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DWD Communications- Social Media

							
Target	35-65+ Employers, career change, veterans, back to work	18-34 Students, recent graduates, young adults	25-54 Women, college grads, back to work, career change, employers	18-44 ALL	22-39 Career fair/ recruitment event attendees, customers: current and potential	30-64 Employers, career change, college educated job seekers	18-34 Young adult program, recent HS grads, relocate/ return
Posting Max	2 X per day	3 X on weekdays, 1-2 X on weekends	1 X per week OR month, just be consistent	1-2 X per day	None	1 X per day	Less is more
Best Times	8am, 10am, 1pm, 3-4pm	Mon-Thurs 9am-3pm Weekends during lunch	Mon-Wed 2-4pm, Thurs/Fri 12-3pm, Sat/Sun 9-11am	Saturday mornings, Fridays at 3, evenings 8-11pm	Noon – 6pm	7-8am, 5-6pm, noon, Tuesdays & Thursdays	2am, 6-7am, 5pm, 10- 11pm
Worse Times	Weekends before 8am, and after 8pm	Every day after 8pm, Fridays after 3pm	Evenings, late at night	During normal work hours	Late at night	Mondays & Fridays	9am, 1pm, 6pm

DWD Communications- Best Practices for Social Media

- When posting, less is more
- Use key social media marketing trends
- Pay attention to popular post types
- Engage with audience
- Focus on a weekly/monthly topic

DWD Communications-Mass Emails

Newsletters for job candidates, employers, staff, and specific programs:

Staff Notes

Job Seeker Newsletters and Tips

Employer Newsletters and Tips

Show-Me Heroes

CWRC Newsletters

[Jobs.mo.gov/content/newsletter-showcase](https://jobs.mo.gov/content/newsletter-showcase)

In the website footer

Includes a page for subscription

Non-Subscription Announcements

Use Templates!

jobs.mo.gov/dwdcomms



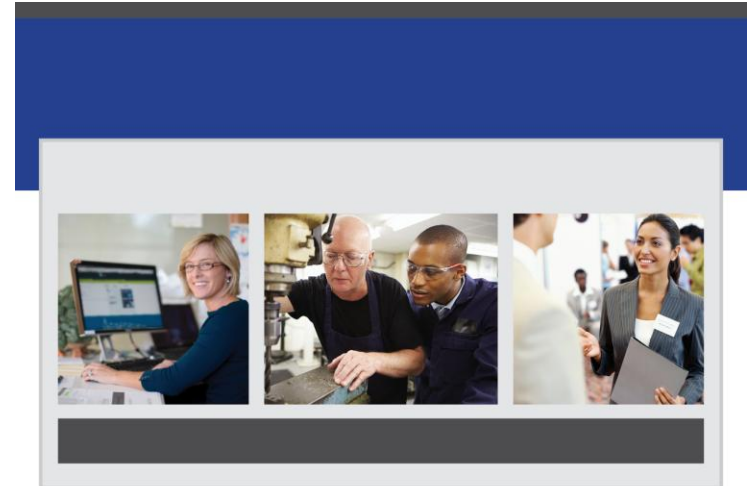
DWD Communications- Flyer Templates



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<https://jobs.mo.gov/dwdcomms>

DWD Communications- Messages, Calls, and Texts

➤ *Jobs.Mo.Gov Message Center*

➤ *Can't unsubscribe!*

➤ *Sample below.*

➤ *Mass Calls and Emails*

Message Center

Title: HIRING OPPORTUNITY: Jefferson City News Tribune Spring 2016 Career Fair

Message: HIRING OPPORTUNITY: Jefferson City News Tribune Spring 2016 Career Fair
TIME: 9 a.m. to 2 p.m., Thursday, March 31, 2016
LOCATION: Capital Mall - JC Penney Wing

DETAILS: The News Tribune Welcomes Exhibitors to the Spring 2016 Career Fair
Join us at the Jefferson City News Tribune Spring 2016 Career Fair. Attendees will not only learn about current employment opportunities available in the Jefferson City area, but also see firsthand the diversity of businesses and industries which exist in Central Missouri.

For more information on the Spring Career Fair 2016, please contact Brenda Perkins at 573-761-0273.

EMPLOYERS: Seeking excellent candidates to fill current job openings? Sign up for your booth today!

<http://jeffcity.media.clients.ellingtoncms.com/CareerFairRegFormMarch2016.pdf>

Save and Close

Close

Delete

DWD Communications- Target Audience Criteria

➤ *For each of these services we can pull a report for who will receive emails, calls, or message center messages.*

➤ *The selection criteria are as follows:*

- *Age*
- *Active/inactive*
- *Onet*
- *Degree and Major*
- *Veteran Status*
- *Area (region, county, center, or city)*

➤ *We can request reports based on any criteria you enter into toolbox but the timeline is longer. It will take us up to 5 days to get the report returned.*



Contact us at
dwdcommunications@ded.mo.gov



A proud partner of the [americanjobcenter](#) network®